PROJECT TITLE : CIGARETTE DEVELOPMENT 3
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PERIOD COVERED : January 28th - February 24th 1981

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266 HARVARD

Objective

To improve the taste quality of MURATTI 2000.
To decrease the smoke delivery to 6 mg TAR.

Summary

No improvement was achieved by using a double filter as far as taste quality was concerned (especially in the first puffs). Therefore, on April 1980, the Swiss Marketing department agreed to use a triple filter for this product. For this reason, the development of a triple filter maker became indispensable and thus the launching date of the cigarette had to be postponed.

Description of samples and results

Pending the availability of the triple filter maker (April-October 1980), several trials were carried out on three different blends with different double filter combinations and cigarette papers with the aim to select the most suitable blend and to obtain smoke figures within the objective.
The standard MAB tipping paper was retained.
Among the prototypes, No 108 P was within the target 6 mg TAR and gave enough taste impact and satisfaction. In general, it was better than the current MURATTI 2000.
This prototype was retained for application of triple filter.
The following combinations Plug 1 - Plug 3 - cigarette papers were tested :

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Source: https://www.industrydocuments.ucsf.edu/docs/gmxk0000

Plug 1 \ Plug 3	2.5 Y / 48	2.5 Y / 55	2.5 Y / 75
2.5 Y / 48	110 - 6 EP WP 60	E. 753 Pela 150 Pela 130 Pela 54	----------
3.3 Y / 55	----------	----------	WP 60 Pela 54
5.0 Y / 54	110 - 6 EP	110 - 6 EP WP 60 Pela 150 Pela 130	----------
5.0 I / 46	110 - 6 EP	----------	WP 60

Remarks : 1) The middle piece (plug 2) was not changed (5.0 Y / 40'000 black tow, N.A. charcoal, FU-POV 100 plug wrap).

2) The cigarette paper porosity had to be adjusted according to the efficiency of the filter combination used in order to improve the taste impact of the first puffs.

However, from these trials, only prototype 130 P showed any real improvement. In order to keep the "AROMA PLUS" term in the advertising, trials were made with SFC-153 and FAMA-AC (MURATTI 2000 flavour ingredients) in different concentrations.
Prototype 131 P with E AC 52 has been accepted for the product test.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmxk0000

Characteristics of the prototypes

Prototype No		108 P	130 P / 131 P
Blend No		CH 0427103N02	
ETNA	%	27	27
Format	mm	7.95 / 25 / 84	----------
Cigarette paper		110-6 EP	Pela 54
Tipping paper		EP - Z4/120	
Filter : Type		Double	Triple
Plug 1		2.5Y/48	2.5Y/48
Plug 2		5.0Y/40	5.0Y/40
Plug 3		-------	2.5Y/55
Additive		Charcoal N.A.	Charcoal N.A.
RTD	mm WG	87	104
Dilution	%	25 (PME)	45 (US)
Cigarette RTD	mm WG	103	102
Total alkaloids	%	1.59	1.60
Nitrate-N	%	0.20	0.22
Reducing sugars	%	6.5	7.1
TAR	mg/cig.	6.0	5.7
SN	mg/cig.	0.54	0.51
CO	mg/cig.	6.0	7.7
NO	mg/cig.	0.10	0.12
Puff count		7.4	7.3

Product test

Prototype 131 P is now being product tested against the current MURATTI 2000.
In accordance with the first request of the Marketing Research Department, both test cigarettes were produced with the white tipping paper. It was finally decided to use the MERIT type tipping paper as it is more similar to the existing one.
The results of the test are expected for the end of March.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmxk0000

399 TEXAS

Objective

To develop an ultra low tar cigarette of the air-cured type with the following characteristics :
TAR : 3 mg/cig.
SN : 0.3 mg/cig.
CO < 5 mg/cig.
NO < 0.1 mg/cig.
Puff count : 7
Format : 7.95 / 25 / 79.4

Summary

Prototypes Nos 10 P and 12 P have been accepted by the Marketing Department for the product test.
These are currently tested against BRUNETTE NO 3 (BRT).
At the same time, the two prototypes are tested one against the other in order to determine which prototype will be preferred by the smoker.
The results of the test are expected for the end of March.

364 CALIFORNIA

Objective

To reduce the smoke delivery of MURATTI AMBASSADOR (MAA, MAK) to 10 mg TAR.

Summary

In order to achieve the objective, trials were carried out on the new blend (18 % of expanded tobacco) and with standard raw materials of MAA 09 and MAK 08.

Description of samples and results - MAA

Prototypes Nos 3 P and 6 P are within the target values as far as taste is concerned. Both have a MURATTI-type taste, but preference is given to No 6 P.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmxk0000

Prototype No		MAA 09	3 P	6 P
Blend		42 MAA	CH0336401N02	----------
ET	%	0	18	18
Format	mm	7.95/18/79.4	----------	7.95/20/79.4
Filter/cig. paper		MAA	MAA	MAK
Tipping paper		4xM0.15.4.5	6xM0.15.4.5	4xM0.15.4.5
Tob. weight at 12 % MC	mg/cig.	816	731	700
TAR	mg/cig.	11.7	9.8	10.4
SN	mg/cig.	0.86	0.76	0.83
CO	mg/cig.	12.8	10.5	12.0
NO	mg/cig.	0.16	0.14	0.15
Puff count		10	9.4	8.3

Both prototypes were product tested against the current MAA in autumn 1980 and the following results were obtained :
No 3 P : The current MURATTI AMBASSADOR was found to have a better taste and to be stronger.
No 6 P was also preferred by MURATTI AMBASSADOR smokers to the current product.
At the same time, prototype 6 P was tested against the current MAA by Panel D and similar results as those obtained of the product test were obtained.

Description of samples and results - MAK

Prototype 6 P was produced in king size format (7.95/20/84.4). This cigarette was analysed according to the PME method (Butt length = filter length + 8 mm).
The analytical values found were higher by 1.5 mg than the target. For reasons of standardisation, the construction of the cigarette was not altered. The only way of decreasing the figures was to decrease the smoked length by using a wider tipping paper. The analyses were carried out with different but lengths in order to determine the smoked length which would yield 10 mg TAR.
The MAK prototype 6 P with 27 mm tipping paper is within the objective.

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02/27/1981/PHN/cap

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Source: https://www.industrydocuments.ucsf.edu/docs/gmxk0000